# Detroit Auto Scene®

"FIRST IN THE HEART OF DETROIT"

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**MAY 20, 2019** 

## FCA Honored – Again – for Follow-Through On Hiring, Retaining Diverse Workforce

talk when it comes to diversity. The company takes action and follows through on the issue.

The editors of DiversityInc magazine have named FCA US to the magazine's 2019 list of "Noteworthy Companies for Diversity" and to the specialty list of "Top Companies for Veterans.'

This is the 11th year the automaker has earned a place among the magazine's top 50 or most noteworthy companies for diversity since the benchmarks were established in 2001, said FCA spokesman Mike Palese. It is the third consecutive year that FCA US earned a position on the magazine's top companies for veterans list, which was established in

These annual benchmarks recognize the best diversity-management leaders in the U.S. Selected companies excel in such areas as hiring, retaining and promoting women, minorities, people with disabilities, LGBTQ employees and veterans, as well as programs that support supplier diversity, DiversityInc editors said. More than 1,000 companies participated in the 2019 evaluation.

FCA US values the recognition and feedback we receive from in-

FCA does more than talk the sityInc," said Alisa Nagle, head of US received as a Michigan Human Resources at FCA - North America. "Our company has a longstanding, enterprise-wide commitment to diversity and inclusion and believes that we can create the necessary conditions that enable every employee to perform at their potential. This is how we will continue to deliver our commitments and achieve desired business results."

> Examples of the company's recent diversity accomplishments include the Silver Status that FCA

Friendly Employer by the Michigan Veterans Affairs Agency in recognition of recruitment strategies aimed at veterans, Nagle said. The company also supports various organizations that advance women's involvement in STEM professions, including Michigan Council of Women in Technology and Society Women Engineers.

Internally, the company supports seven business resource

**CONTINUED ON PAGE 3** 



The 2019 Chevrolet Bolt was one of the EVs AAA rated highly.

## **Public Acceptance of EVs** Still Has a Way to Go

OEMs are investing billions of happen, said AAA spokeswoman dollars in the development of eletcric vehicle technology, yet AAA's latest survey reveals that despite many Americans having interest in electric vehicles, when asked if most vehicles will be electric by 2029, only four in 10 said ves.

Yet, a separate study AAA conducted earlier this year found that more than half of Americans believe that in this same timeframe most cars will have the ability to drive themselves - a reality that is much less likely to

Adrienne Woodland.

AAA believes that similar to other emerging technologies, a lack of knowledge and experience may be contributing to the slow adoption of electric vehicles despite Americans' desire to go green, said Greg Brannon, AAA's director of Automotive Engineering and Industry Relations.

"Today, more than 200,000 electric cars can be found on roads across the country as al-

**CONTINUED ON PAGE 4** 

fluential organizations like Diver- Johnson holds the award FCA received for its diverse workforce.

## Education Key to Succeeding in New Automotive World

by Jim Stickford

In an era of rapidly changing technology, smart companies can learn something from the past.

That was the message given by Jeff Lowinger, president of eMobility at Eaton in Southfield, when he spoke at the recent Center for Advanced Automotive Technology (CAAT) conference held at Macomb Community College.

Lowinger said that today's international companies, automakers included, have to design technology on a global scale. That's quite different from the way things were done in the past. are cultural and educational dif-

to complete a new airplane design, Lowinger said.

"This is an era where they didn't have computers," he said. They still used slide rules and did everything on paper. What's different between then and now was that they made decisions faster. People all tended to be in the same building. Now designers are spread across the globe in different time zones."

That physical separation can result in the slowing down of decision-making process, Lowinger said. And then there

In 1960, it took just 39 months ferences. Designers from different countries have different cultural approaches, and they have different languages and education levels.

These differences can cost time. So what's the solution?

"I think most companies get that they have to be able to make decisions quickly," Lowinger said. "Look at electric vehicles. At first there were just a couple of companies producing EVs, but now we see companies like VW and Audi entering the market.

**CONTINUED ON PAGE 2** 



Jeff Lowinger

## Lincoln's Aviator Builds in the Sound of Luxury

Lincoln Navigator spent a lot of time answering.

The new 2020 Lincoln Aviator features an audio system worthy of its show-stopping looks - one that allows clients to relax, unwind, and truly immerse themselves in a sanctuary of sound, said Lincoln spokeswoman Anika Salceda-Wycoco.

Making its debut in Lincoln's new three-row SUV, the new Revel Ultima 3D sound system offers clients a choice between three listening modes - stereo, audience and on-stage.

But it takes the listening experience to a whole new dimension by adding an immersion control slider in the center stack and four sets of dual-height speakers headliner, in the Aviator's Salceda-Wycoco said.

The slider allows clients to personalize the audio experience by determining how much they

ers allows for a 360-degree listening experience, transforming the Aviator cabin into a true concert hall for the road, she said.

Revel Ultima 3D transforms the environment of the vehicle with custom speaker placements for Aviator, acoustically expanding the feeling of the cabin while offering an intimate and personalized listening experience from all

With this new system, the listening experience is immersive and designed around the client no matter where they're seated in the Aviator," said Joe Kafati, Lincoln's multimedia supervisor. "Our engineers obsessed over the interior quietness and sound quality in the vehicle, just like all other aspects to truly transform Aviator into a sanctuary on the

Revel Ultima 3D transforms the environment of the vehicle,

ing experience from all around, said Kafati.

"Our goal is to break down walls," said Brandon Wheeler, Revel's manager of customer

What does luxury sound like? want the music to envelop them acoustically expanding the feel-acoustics. "As you increase the That's a question that the design—in a cabin featuring 28 speakers. ing of the cabin while offering an ers and engineers of the 2020 The addition of the height speak—intimate and personalized listen—side an incredibly expansive listen—side an incredibly expansive listen—side and personalized listen and personalized listen and personalized listen and personalized listen and personalized list tening environment - one that seems to extend beyond the vehicle interior. Guitars, left and

**CONTINUED ON PAGE 4** 



The Aviator's sound system was designed for optimum listening.

### **Doubts Cast on GM Sale of Its Lordstown Site**

by JOHN SEEWER and TOM KR-ISHER

**Associated Press** 

The fate of a shuttered General Motors plant in Ohio remains very much up in the air even after a tweet from President Donald Trump heralded the potential sale of a factory he has shown an intense interest in saving.

That's because the buyer is a fledgling electric vehicle maker that has never posted a profit, has only about 100 employees and warned this year that it might not have enough money to stay in business.

What the potential deal does signal is the likely end of a halfcentury of car manufacturing for GM at its factory near Youngstown and continued uncertainty for a battered Rust Belt community that has seen plenty of empty promises.

GM confirmed this past week that it's negotiating the sale of its massive assembly plant in Lordstown, where production ended in March as part of a major restructuring for the automaker.

Cincinnati-based Workhorse Group intends to make a commercial electric pickup truck at the facility. Its only production plant is in Union City, Ind., where it has built about 400 delivery

It has started supplying UPS with electric vehicles and is one of five companies competing to land a \$6 billion contract to make a new generation of mail trucks for the U.S. Postal Serv-

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#### Oakland County Urges Renewal Of Dog Licenses

Oakland County Animal Control & Pet Adoption wants to make sure that all new and existing dog owners know that they have until June 1 to renew their dog's yearly license for as low as \$10.50, said Robert Gatt, manager of the Animal Control & Pet Adoption Center.

This deadline is important because beginning June 2, those wishing to renew their dog's license will pay more than double the cost, Gatt said.

An important and often overlooked benefit of having a dog licensed is that should the dog go missing, the owner has a much better chance of being reunited with their pet, Gatt said.

To purchase a license through the mail, Oakland County residents should send a self-addressed, stamped envelope and rabies certificate and spay/neuter proof to Oakland County Animal Shelter & Pet Adoption Center, 1200 N. Telegraph Road, Building 42E, Pontiac, MI 48341.

## Corvette to Set the Pace at 2019 Indianapolis 500 Race

When they developed the 2019 Corvette Grand Sport, it was off to the races – literally.

The vehicle will serve as the Official Pace Car for the 2019 Indianapolis 500 presented by Gainbridge, leading 33 drivers to the green flag on May 26 for the 103rd running of the legendary race.

"In general, racing has really helped Chevrolet," said GM spokesman Stefan Cross. "It doesn't matter what racing, whether it's Formula One, Indy or drag racing. We are able to build better engines for our showroom vehicles because we're able to use some of the racing engine technology that translates into something for consumers."

It marks the 16th time a Corvette has served as the Pace Car, starting in 1978, and the 30th time a Chevrolet has led the field dating back to when a 1948 Fleetmaster Six convertible paced the race. No other brand or vehicle has served as the 500 Pace Car more than Chevrolet and the Corvette, respectively.

Past pace cars have included the Cadillac El Dorado, Dodge Viper and the Ford Shelby Mustang.

"The people at Indy have a lot of partnerships, but GM has provided the majority of pace cars over the past 30 years," Cross said. "The pace car will use the standard 6.2L V8 aluminum engine. That should tell you something about the Grand Sports engine and the power that it produces."

"Chevrolet is honored to lead the way for the 500 once again," said Steve Majoros, director of Chevrolet passenger car and crossover marketing. "The Grand Sport is a particularly excellent choice as its wide body and aerodynamic features are steeped in racing heritage."

CHEVROLET

Indianapolis 500 fans also will see 33 2019 Corvette Stingrays on the roads of Central Indiana this spring and in the IPL 500 Festival Parade on May 25 in downtown Indianapolis, Cross said.

The cars are provided to central Indiana business leaders and dignitaries and serve an important promotional role for the race, Chevrolet and Corvette. This is the first time since 2007 that matching Corvettes are serving as the 500 Pace Car and festival cars.

"We continue to be grateful for our long-running partnership with Chevrolet," Indianapolis Motor Speedway President J. Douglas Boles said.

"It's such a strong bond that has proven integral to the success of our events. The 2019 Corvette Grand Sport is a world-class machine that exudes speed, performance and excitement, a perfect fit to lead the 500 field.

"Personally, there is nothing quite like driving an Indianapolis 500 Chevrolet Corvette around Indiana in May, and I know our fans also will enjoy seeing the Corvette Stingray festival cars around town throughout the Month of May."

The Corvette Grand Sport Pace Car can accelerate from 0-60 mph in 3.6 seconds, said Cross, adding that the car also has an available cornering capability of 1.2 g, thanks to the Corvette Z06's many advanced aerodynamic components.

Chevrolet has a storied history with the Indianapolis Motor Speedway, Cross said. Chevrolet was founded in 1911, the year of the inaugural 500-mile race, and company co-founder Louis Chevrolet, along with brothers Arthur and Gaston, competed in early Indy 500 races. Arthur competed in the 1911 race and Gaston won in 1920.

Eight drivers with Chevrolet engines have combined to win "The Greatest Spectacle in Racing" 10 times, with Rick Mears, Emerson Fittipaldi, Arie Luyendyk, Al Unser Jr., Helio Castroneves, Tony Kanaan, Juan Pablo Montoya and Will Power taking the checkered flag with bowtie power.

Power drove the No. 12 Verizon Team Penske Chevrolet to victory in the INDYCAR Grand Prix and the 102nd Indianapolis 500 last May, the first time a driver has swept both events in the same year. Chevrolet also was on the pole for both races, with Power leading the way in the INDYCAR Grand Prix and Ed Carpenter taking the top spot for the Indy

Team Chevy also has won the NTT IndyCar Series manufacturer championship in six of the last seven seasons.

The race will be televised live on NBC for the first time.



This Corvette will be the pace car at the upcoming Indy 500 race.

## **OEMs Need Education to Adapt to Times**

**CONTINUED FROM PAGE 1** 

"That tells us that things are accelerating. These OEMs are looking for suppliers who can keep up with them. So when I am asked what the solution is, I say that it starts with education."

Lowinger is working with universities to help them design a curriculum that takes into account the way the world operates today. That includes getting students and scientists out of their comfort zones.

"We like to rotate our engineers between specialties," Lowinger said. "As they move between different disciplines, they learn to see things from a different point of view, and learn how people in different disciplines operate."

This knowledge gives bosses the broad perspective they need to make decisions in a more timely fashion, Lowinger said.

"We want our people to be able to go to table talks about design and engineering and be able to

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OEMs Can Register For FREE Online: www.speautomotive.com/acce-conference contribute in every category, not just their specialty," he said. By having designers and engineers who have been exposed to the different disciplines, they'll be able to promote a more efficient design and engineering process.

"The companies that can do this will have a much better chance of prospering in an era when products are designed globally for a global market.

"For today's companies, it's adapt or die, and the adaptation process starts at school."

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MAY 20, 2019 "FIRST IN THE HEART OF DETROIT SINCE 1933" PAGE 3

## Jeep Contest Winner Chosen for Big Dreams

Talk about your California Dreaming.

Steven Scott from Poway, Calif., is the winner of FCA Jeep's "Find Your Freedom" social contest, which launched in April as part of the brand's #4X4DAY celebration, said FCA spokeswoman Diane Morgan.

Consumers who pre-ordered the new 2020 Jeep Gladiator Launch Edition during the one-day opportunity were exclusively eligible to enter the "Find Your Freedom" contest, which gave them the chance to win what the Gladiator offers: Jeep Freedom, said FCA spokeswoman Diane Morgan.

More specifically, they had the chance to win \$100,000, so they could take a year off from work to enjoy the Jeep lifestyle.

To enter, consumers submitted their personal "Gladiator" videos, which were judged by the Jeep brand with U.S. Army veteran Noah Galloway.

The entire run of 4,190 Jeep Gladiator Launch Edition vehicles sold out in the one-day preorder opportunity on Jeep 4x4 Day (April 4, 2019).

"Steven's determination and fortitude to pursue his love of outdoor adventures in the face of a life-changing obstacle inspired all of us here at the Jeep brand," said Tim Kuniskis, head of Jeep Brand, FCA - North America.

"In addition to awarding \$100,000 to let Steven and his wife Jocelyn fulfill their wish of taking the year off from work to rediscover their passion for off-roading, the Jeep brand is committed to helping them check off

a few of their wish list items, including hitting the Rubicon Trail and attending an upcoming race in Baja. Our sincerest hope is that the Jeep Gladiator allows Steven and his wife to make unforgettable memories together as they celebrate their 20th anniversary, and in the years ahead."

Morgan said that Scott and Jocelyn, both avid outdoor adventurers, shared their first date in a Jeep Wrangler Sahara model, and their love story ignited from there.

In 2009, Scott, after learning he was paralyzed from the waist down during a surgery, wrote a letter the next day to remind his future self of all the adventures that awaited him.

He included a wish list of all the things he wanted to accomplish in his life, including skydiving, swimming with Great White sharks, in addition to his desire to drive the Rubicon Trail and participate in a Baja 1000/500 race. He and Jocelyn visited the 2018 San Diego Auto Show to see the Jeep Gladiator in person for the first time.

The new 2020 Jeep Gladiator has been highly anticipated since its reveal last November at the Los Angeles Auto Show, Morgan said. To celebrate its arrival in Jeep showrooms, a limited-run Jeep Gladiator Launch Edition model was made available to customers who took advantage of the special one-dayonly online pre-order opportunity on Jeep 4x4 Day, April 4, at Jeep.com.

roading, the Jeep brand is com- The new Jeep Gladiator mitted to helping them check off Launch Edition will come with



Scott is the winner of Jeep's "Find Your Freedom" social contest.

unique wheels and interior accents, as well as a "One of 4,190" forged aluminum tailgate badge.

The number is a tribute to Toledo, Ohio, and its 419 area code where both Gladiator and the Jeep Wrangler are proudly as-

sembled. Gladiator Launch Edition is limited to  $4{,}190$  units in the U.S.

Manufactured at the Toledo Supplier Park in Toledo, Ohio, the new 2020 Jeep Gladiator is arriving in Jeep showrooms now.

#### Strattec's Tailgate Wins PACE Auto Award

Strattec Security Corp. of Southfield, a manufacturer of vehicle Power Access Systems, won the *Automotive News* PACE Award for their new Invis-A-Rise Power Tailgate technology

The tailgate, found on the Chevrolet Silverado, allows users to automatically open, close and latch a vehicle's tailgate with the push of a button.

The Invis-A-Rise Power Tailgate was selected as one of the 34 innovation finalists from all around the world, which was then narrowed down to the 14 award winners.

Strattec earned the PACE Award after an extensive review from a written application and website by an independent panel of judges.

"At Strattec, we continuously strive to build upon our innovations and successes to offer the latest technology to automotive OEMs," said Curtis Mazure, product business manager for Strattec Power Access.

"The Invis-A-Rise Power Tailgate for the Chevrolet Silverado is an extension of our commitment to providing revolutionary technology that gives consumers a combination of convenience and safety.

"We are very proud to have been awarded this prestigious award for two consecutive years."

### FCA Honored for Its Efforts to Field Diversified Employee Workforce

CONTINUED FROM PAGE 1

groups representing a range of affinity communities, including African-American, Hispanic, Asian, LGBTQ, veteran, Native American and women.

These employee-directed groups are each assigned an executive sponsor, and individually and collectively pursue initiatives that enhance the FCA US work culture by focusing on career development of members, celebrating multicultural differences and bringing value to the company and external communities through volunteer, charitable and strategic activities, said Nagle.

FCA US continues its leadership in promoting and providing opportunities for diverse suppliers, she said.

Since 1983, the company has purchased nearly \$80 billion from minority-owned, womenowned and veteran-owned suppliers, said Brian Johnson, head of FCA US's Diversity & Inclusion Office. FCA US spent \$9 billion with more than 300 diverse suppliers in 2018, he said.

"FCA is and will always be a champion of a strong, diverse supplier network," said Scott Thiele, head of Purchasing and Supply Chain Management at FCA - North America. "As we design, engineer and manufacture vehicles for today's customers, we continue to embrace the ingenuity that comes from having every perspective at the table."

FCA US supplier diversity goals require that up to 8.5 percent of a Tier I supplier's buy be sourced to certified minority-owned businesses, three percent

sourced with women-owned businesses and one percent sourced with veteran-owned businesses, Thiele said. The company provides advocacy and consulting services to certified LGBT-owned and disabledowned suppliers.

In 2018, FCA US received the following honors for its supplier diversity efforts, said Nagle: Best Tier II Program from the National Minority Supplier Diversity Council, Corporation of the Year from the Michigan Hispanic Chamber of Commerce, Best-In-Class for Excellence in Supplier Diversity from the Great Lakes Women Business Council, Top Corporation Gold from the Women's Business Enterprise National Council, and Advocate of the Year from the Michigan Hispanic Chamber of Commerce.

"Events of the past year have demonstrated that decisive ethical leadership is necessary to guide any organization to success," said Luke Visconti, founder and CEO of *DiversityInc*.

"Successful leaders hold themselves accountable to be culturally competent, a skill that requires constant learning. DiversityInc Top 50 and Noteworthy companies have a metrics-evidenced ability to treat people more fairly than other large companies.

"They also have a greaterthanaverage return for their shareholders."

The mission of *DiversityInc* is to bring education and clarity to the business benefits of diversity, Visconti said. The Diversity-Inc Top 50 and Noteworthy Companies for Diversity list began in 2001



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#### **DuPont Gets Award for New Polymer**

innovative composite bonding adhesive from DuPont earned silver honors at the 2019 Edison Awards celebration in New York City in April.

The Edison Awards, named after Thomas Alva Edison, recognize and honor the world's best innovators and innovations, said DuPont spokeswoman Christina Zinck.

Developed with a team at Audi, BETAFORCE 9050M composite bonding adhesive for automotive mass production and multi-material substrates enables significant weight reduction and improves torsional stiffness of the vehicle.

These characteristics result in better fuel efficiency, safety, handling, comfort and carbon dioxide reduction.

"We are honored to be recognized by the Edison Awards judges for this innovative solution," said Scott Collick, Global Research and Development director of DuPont Transportation & Advanced Polymers.

"BETAFORCE 9050M provides economic benefits for our customers by enabling lightweight substrates like carbon fiber to be incorporated more widely into vehicles.

This then helps OEMs meet and exceed regulations. The improved fuel economy also benefits consumers.

## AAA Study Says Public Not Ready for EV Tech

**CONTINUED FROM PAGE 1** 

most every manufacturer sells them," said Brannon. "But, like other new vehicle technologies, Americans don't have the full story and that could be causing the gap between interest and ac-

AAA's annual survey that tracks opinions regarding electric and hybrid vehicles found that, while consumer interest remains steady, Americans may not have a solid understanding of electric vehicle performance, which may be giving consumers pause when it comes to considering electric for their next purchase. For instance, electric vehicles, unlike those running on gas, do better in stop-and-go traffic because the car can recapture energy to charge the battery when decelerating.

However, AAA's survey found that a majority of Americans (59 percent) were unsure of whether electric vehicles have better range when driving at highway speeds or in stop-and-go traffic. This demonstrates that many consumers are not sure what to expect from an electric vehicle in two of the most common driving scenarios, Brannon said.

Although most Americans don't believe electric vehicles will be on the road in masses in the next 10 years, AAA did find that 40 million Americans say they would be likely to consider an electric vehicle for their next car purchase, with Millennials leading the pack.

Concern for the environment and lower long-term costs remain the leading reasons to go green (74 percent and 56 percent respectively). Previous objections to buying electric with regards to price and range anxiety continue to ease and have trended downward significantly:

- Concern that there are not enough places to charge down 11 percent from 2017.
- Concern about running out of charge when driving down 11 percent from 2017.
- · Higher cost of battery repair or replacement - down 8 percent from 2017.
- Higher purchase price down 6 percent from 2017.

These vehicles are a big part of the future of transportation since self-driving cars, when they do arrive, will likely be electric," said Brannon. "The difference, of course, is that electric vehicles are already here and with the advancements in style and range that have been made over the last few years, they have become an even more viable option for many Americans."

Consumers interested in electric vehicles, but still unsure, should research and learn as much as possible about these types of cars, Brannon said. AAA also recommends drivers visit a dealership, test drive an electric

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SHOOK Research is based on an algorithm of qualitative criteria and

quantitative data. Those advisors that

are considered have a minimum of 7

weighs factors like revenue trends.

AUM, compliance records, industry

years of experience, and the algorithm

experience and those that encompass

Portfolio performance is not a criteria

3,477 received the award. This ranking

due to varying client objectives and

lack of audited data. Out of 29,334

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The 2019 Jaguar I-Pace rated highly in a recent AAA study on EV cars.

vehicle and ask as many ques- cars based on criteria such as tions as possible of the dealer and other electric vehicle own-

It is also important to understand charging options available at home to ensure consumers can take full advantage of electric vehicle technology with the least inconvenience.

Each year, AAA (Automobile Club of Southern California Automotive Research Center) produces its Green Car Guide, which rates electric vehicles as well as hybrids and highly fuel-efficient ride quality, safety and performance.

This comprehensive guide can serve as a resource to consumers since it not only provides detailed reviews of each car tested, but also offers robust information on green vehicles, Brannon said.

Consumers who are on the fence will find that this guide can be a valuable resource for learning more about electric and other environmentally friendly vehicles.

## **Lincoln Building Luxury Sound Into New Aviator**

CONTINUED FROM PAGE 1

are incredible. It's really changing the norm of what you'd expect from sound in terms of rein-

The additional speakers and immersion slider availability add to the already advanced modes. In stereo mode, clients are sitting in the sweet spot between a pair

In audience mode, clients enjoy the best seat in a concert hall as the stage widens in all direc-

In on-stage mode, clients are seemingly on stage with the musical performance; immersed in

"Music is a mood changer - it relaxes you, rejuvenates you or energizes you based on music preferences," said Kafati. "Music is a breather from a hectic day, and this audio system allows clients to tailor that experience and create their own world in-

speakers are unique to each Lincoln vehicle, designed to ensure superior audio quality and accu-

the doors and two-way front and rear speakers.

Revel engineers maintain the same standard in their luxury home theaters by designing the vehicle with an architectural structure that ensures every detail of a song reaches an occupant's ears at the precise time and level, delivering the most authentic listening experience, Kafati said, adding that the design is crucial to delivering the award-winning sound quality for which Revel is known.

Revel Ultima systems also include Clari-Fi, a patented HARMAN technology that works in real-time to rebuild audio details lost in digitally compressed music. Clari-Fi reconstructs it for an enhanced listening experience regardless of source.

The creation of the system is a team effort - Lincoln engineers worked tirelessly on Aviator's cabin to ensure the listening experience is optimized, including adding a wealth of interior and exterior noise control strategies to minimize unwanted noise, said Kafati.

Acoustic laminated windshield and side glass, as well as acoustic underbody shields and wheel arch liners are featured. The doors are built for quiet, solid closure, and the chassis was tuned to reduce road-induced low-frequency Wheeler said.

A dual-wall dash system provides an additional barrier and air gap between passengers and the engine compartment, serving as a separation to keep vibrations and noise out of the cabin. Also, 360-degree hood sealing is included.

The audio system has been meticulously integrated into the spacious, streamlined cabin, said Wheeler, with the team carrying out multiple levels of checking and tuning to make sure it sounds great at different speeds.

# right, are very wide. The vocals

forcement and position."

of Revel Ultima speakers.

tions.

360-degree sound.

side Aviator's spacious and airy cabin.' The placement, tuning, calibration and the number of Revel

racv. In Aviator, new dual 40-millimeter speakers are located above each occupant in the front and second-row seats for a total of eight speakers in the ceiling. They are meticulously integrated with the three-way speakers in

In the Aviator, even the alerts are music to the driver's ears, Salceda-Wycoco said. Precise, crystalline notes recorded by the Detroit Symphony Orchestra, she said, provide distinct musical alerts for about 25 features in the vehicles, enhancing the overall experience.

#### Judge Keeps UAW Lordstown Lawsuit Alive

YOUNGSTOWN, Ohio (AP) - A Youngstown, on May 10 disfederal judge has ruled that a lawsuit filed by the United Auto Workers against General Motors over the closing of three plants should be heard in Ohio.

The Warren Tribune Chronicle reports U.S. District Judge Benita Pearson, who is based in missed GM's arguments that the case should be moved to a federal court in Detroit for the convenience of parties and witnesses in the case. The headquarters for GM and the UAW are in Detroit.

A GM spokesman declined to comment.



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#### TUESDAY, MAY 14, 2019

Meeting 1: 7:00 - 7:50 a.m. (breakfast included) Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

Location: Courtyard by Marriott Detroit Warren (30190 Van Dyke Ave., Warren, MI 48093)

#### TUESDAY, MAY 21, 2019

Meeting 1: 7:00 - 7:50 a.m. (breakfast included) Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

Location: Detroit Marriott at the Renaissance Center (400 Renaissance Dr., Detroit, MI 48243)

Visit www.KaydanWealthManagement.com for a complete list of all future meetings and events.



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#### **Uber, Lyft Vie For Passengers While Losing Billions**

SAN FRANCISCO (AP) - A fare war between Uber and Lyft has led to billions of dollars in losses for both ride-hailing companies as they fight for passengers and drivers.

But in one way it has been good for investors who snatched up the newly public companies' stock: The losses have scared off the competition, giving the leaders a duopoly in almost every American city.

The two San Francisco companies have already lost a combined \$13 billion. And with no clear road to profits ahead, no one else has much of an incentive to mount a challenge using the same model relying on people driving their own cars to pick up passengers that summon them on a smartphone app, said Susan Shaheen, co-director of the Transportation Sustainability Research Center at the University of California, Berkeley.

Even if another rival dared enter the market, it would likely be difficult to raise enough money to pose a viable threat after Uber and Lyft spent the past decade pulling in billions of dollars from venture capitalists. And in the past six weeks, they raised an additional \$10.4 billion in their recently completed initial public offerings of stock.

"There's only a duopoly because both companies have enough capital to compete with each other and no one else does." said Gartner analyst Michael Ramsey.

It's likely to remain that way until any of dozens of companies trying to create self-driving cars refines their technology so they can launch a network of robotic taxis that removes human drivers from the equation. That breakthrough could enable them to slash their fares below the prices currently being charged by Uber and Lyft.

Google spin-off Waymo has made no secret of its intention to muscle its way into the ride-hailing market with a fleet of self-driving cars built on technology that it has been working on.

#### Ford Adds More Vehicles to National Recall

DETROIT (AP) – Ford is adding 270,000 vehicles to a recall in North America to fix a gearshift problem that could cause them to roll away unexpectedly.

The addition covers certain 2013 through 2016 Ford Fusion midsize cars with 2.5-liter en-

The company is urging drivers to always use the parking brake in the affected vehicles until repairs are made.

Ford says a bushing that attaches the shifter cable to the transmission can degrade over time, causing the cable to detach.

If that happens, a driver could shift his or her vehicle into park but the car could be in another

Ford has one report of an injury and three property damage reports. Engineers are developing a fix.

Last year, Ford recalled 550,000 Fusions from the model years 2013 through 2016 and Escape small SUVs from 2013 and 2014 for the same problem with a different cause.

Ford says owners will be notified when repairs and parts are ready, and that owners of cars fixed in the previous recall are not affected.

The 2018 recall covered cars with a number of different engines, including the 2.5-liter version.



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36 MONTH LEASE

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## **Some Experts Expressing Doubts on Lordstown Sale**

CONTINUED FROM PAGE 1

But there are major questions about its financial footing.

Workhorse has poured most of its money into research and development, with limited sales, losing \$36.5 million last year. It warned in its most recent quarterly filing that it didn't have enough money to pay for its operations through the first half of this year and needed additional financing to stay afloat.

But the publicly traded company, whose stock soared after Trump's tweet, also said it believes it can raise enough money to keep going.

Still, it doesn't yet appear to have backing like one of its competitors, Rivian, which just got a \$500 million investment from Ford to develop a new electric vehicle.

The plan Workhorse laid out this week is for it to be a minority investor in a new entity that would own the Lordstown plant. No other investors have been announced, and it's still looking for partners.

GM spokesman Jim Cain said it was too early to tell whether the automaker would be one of them. GM sees the startup as a way to preserve the Lordstown plant and thinks Workhorse has the technology and a product to build there, Cain said.

Tesla Inc. and other startup companies were small businesses at one time, he pointed out.

If Workhorse does begin production there, it would likely start out with a few hundred workers, far less than the 4,500 people GM employed just two years ago before it began cutting shifts.

Democratic Rep. Tim Ryan, whose district includes the plant. said a sale won't help GM workers

in the area who would need to transfer if they want to keep their pension and benefits with the automaker.

Any long-term job growth for the region would be years away, he said, but "it's better than the plant being empty."

Trump has repeatedly called on GM to find another owner or reopen the plant, which is in an area of the state that will be important to him in the 2020 election and where he has promised a revival of manufacturing jobs.

Some GM workers in Lordstown who have been holding out hope the automaker would reopen the factory with a new vehicle to build there were skeptical about the new plans.

Since the area's steel mills began closing in the 1970s, investors have come into the Mahoning Valley pledging to build factories that would make blimps, commuter airplanes and a new version of the Studebaker, said Tim O'Hara, who worked at the Lordstown plant for 41 years.

Nothing ever came of it," he said. "We've been through this in the valley. We've had these false promises. We're kind of used to it, at least we should be."

O'Hara, who is vice president of the United Auto Workers local at the plant, noted that any sale still needs to be negotiated during upcoming contract talks with the union, which still wants GM to stay and keep the plant open.

"We're telling our members to hope for the best, prepare for the worst," he said.

Republican Gov. Mike DeWine, who has called for GM to sell the plant if it doesn't intend to keep it running, said it was too early to celebrate because many details must still be worked out.





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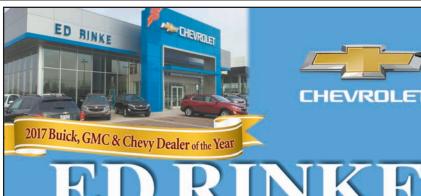
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